

## Press release

Bucharest, 10 October 2008

### **The Institute of Media Monitoring is investing in *mediaTRUST*!**

**In October 2008 Polish Institute of Media Monitoring acquired 99% of shares in Romanian *MediaTrust* Romania. Full integration of both companies will be completed soon. There are also plans to make changes to the Board of *MediaTrust* Romania.**

On 3 October 2008 capital changes in *mediaTRUST* were entered to the Romanian National Court Registry. Consequently, the Institute of Media Monitoring became the owner of over 99 % of the company's stock, *mediaTRUST*'s share capital being simultaneously increased up to 370 000 RON. Presently both companies are being fully integrated with each other. Standards and technologies applied by the Polish media monitoring leader are being introduced to MT. Owing to this, *mediaTRUST*'s clients have already got the possibility of obtaining results of Romanian (and Polish) media monitoring through one Internet platform. They can access the monitoring results 24 hours a day, 7 days a week from any place in the world, by entering their personal login and password in the platform's login panel.

*MediaTRUST* has large development potential, especially now that it has modern technologies implemented. We observed that this kind of solutions had not been used by the company before. They will surely make work easier for Romanian specialists in public relations, social communication and political marketing, says Paweł Sanowski, president of the Institute of Media Monitoring.

Apart from implementing new technologies, *mediaTRUST* also keeps boosting the range of monitored media. Presently the company monitors over 143 press titles, 9 television stations, 6 radio stations and Romanian resources of the Internet.

*mediaTRUST* is a media monitoring company established in 1999. It has 39 employees. In 2008 the company was taken over by the Institute of Media Monitoring, the leader of the Polish media monitoring market. Presently IMM holds 99% of shares in MT. *mediaTRUST* is Romania's only member of FIBEP – the world association of media monitors.

The Institute of Media Monitoring monitors nearly 900 press titles, about 800 Internet portals, 29 Polish television stations and 53 radio stations. It shares almost 50 % of Poland's media monitoring market, being the largest company in the sector. IMM Group has over 200 employees. Like *mediaTRUST*, IMM is a member of FIBEP. More information on the company at: [www.imm.com.pl/english](http://www.imm.com.pl/english).

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